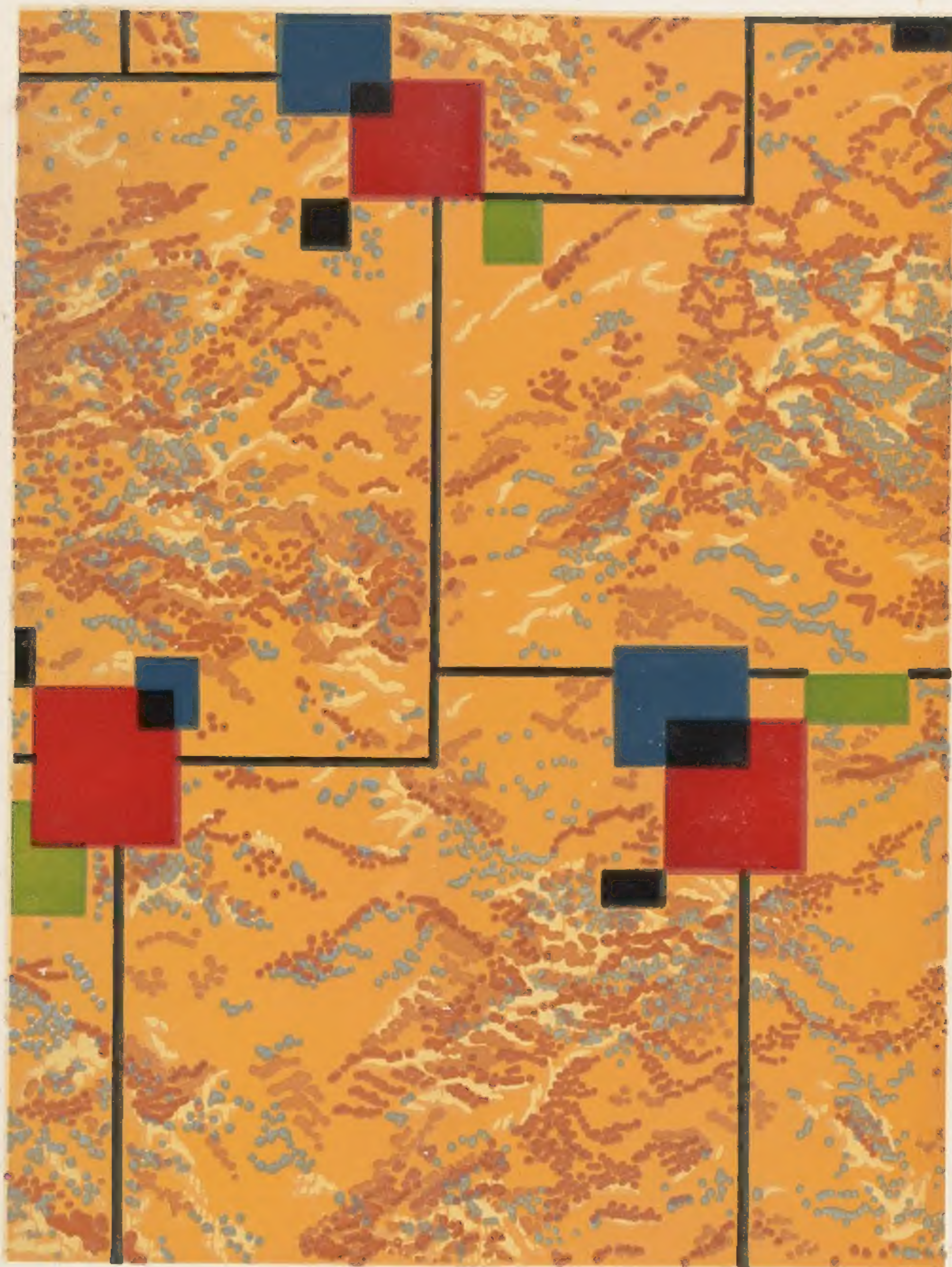


JAIRNS

Australian

LINOLEUMS





N A I R N F E L T

1009/6

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



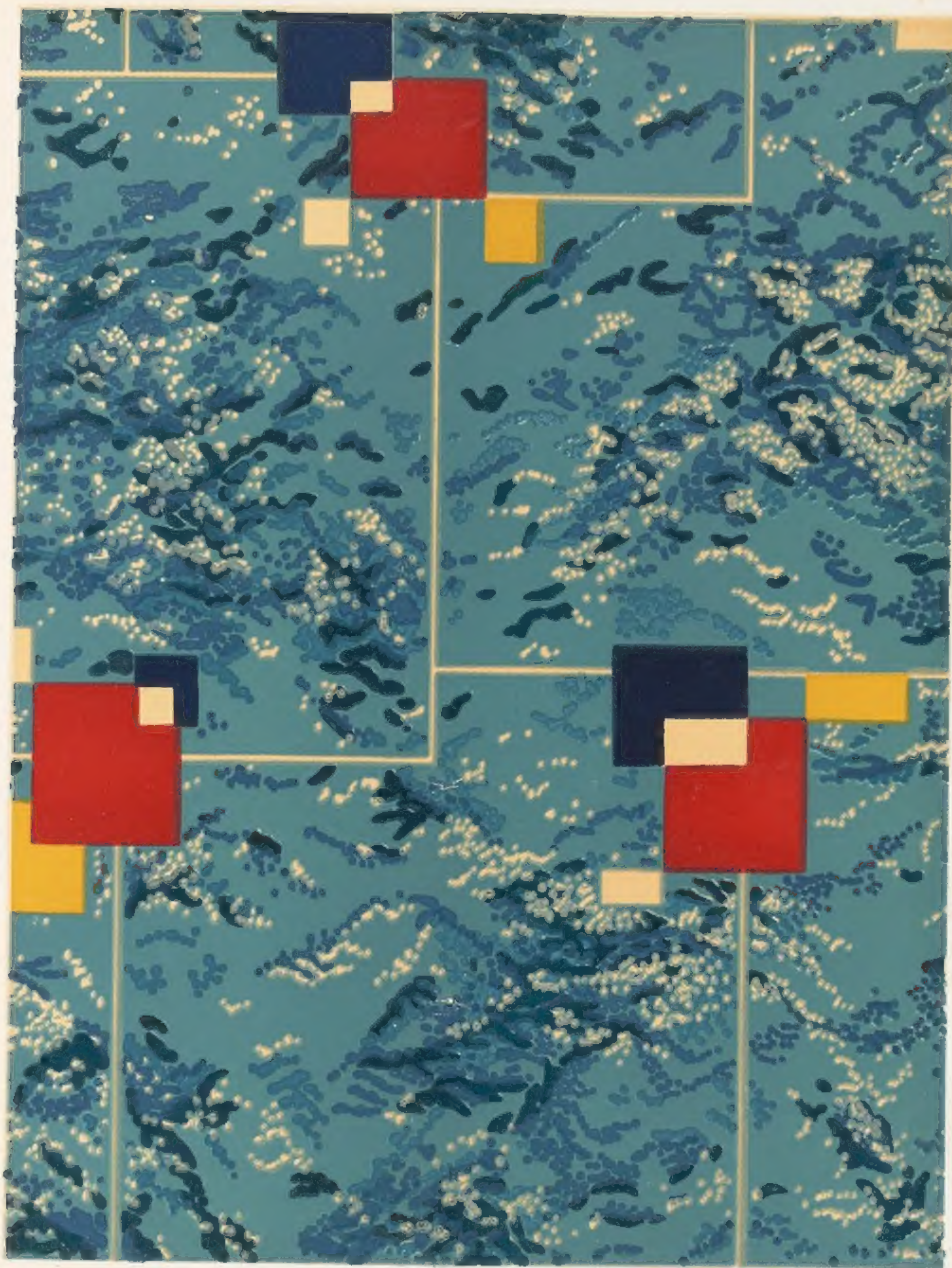
N A I R N F E L T

1009/2

Made in 8/4 only.

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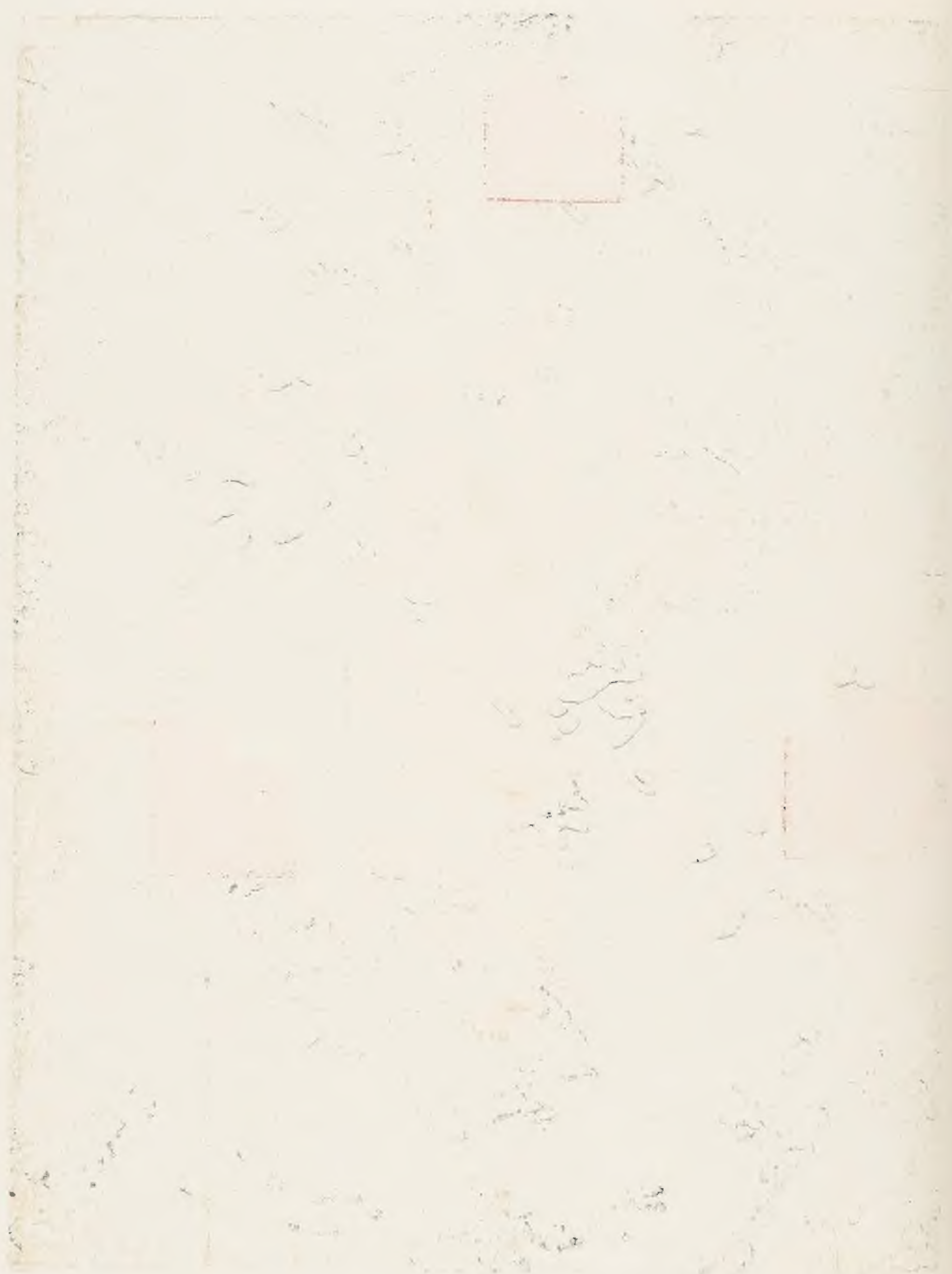


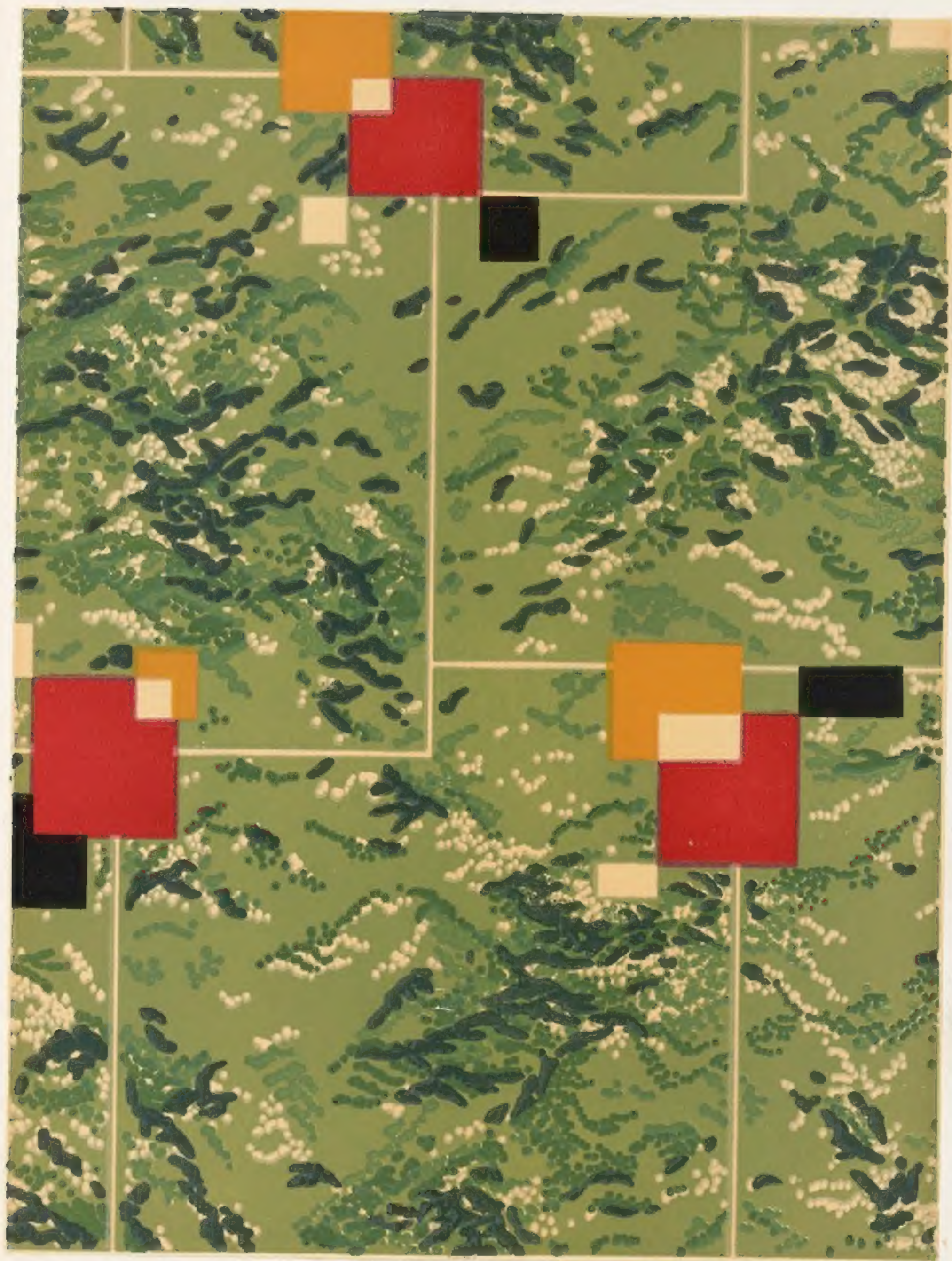
N A I R N F E L T

1009/1

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Reproduction $\frac{1}{3}$ actual size.





N A I R N F E L T

1009/3

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N F E L T

1010/5

Made in 8/4 only

Reproduction $\frac{1}{3}$ actual size



N A I R N F E L T

1010/3

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N F E L T

1010/4

Made in 8 4 only

Reproduction $\frac{1}{3}$ actual size.

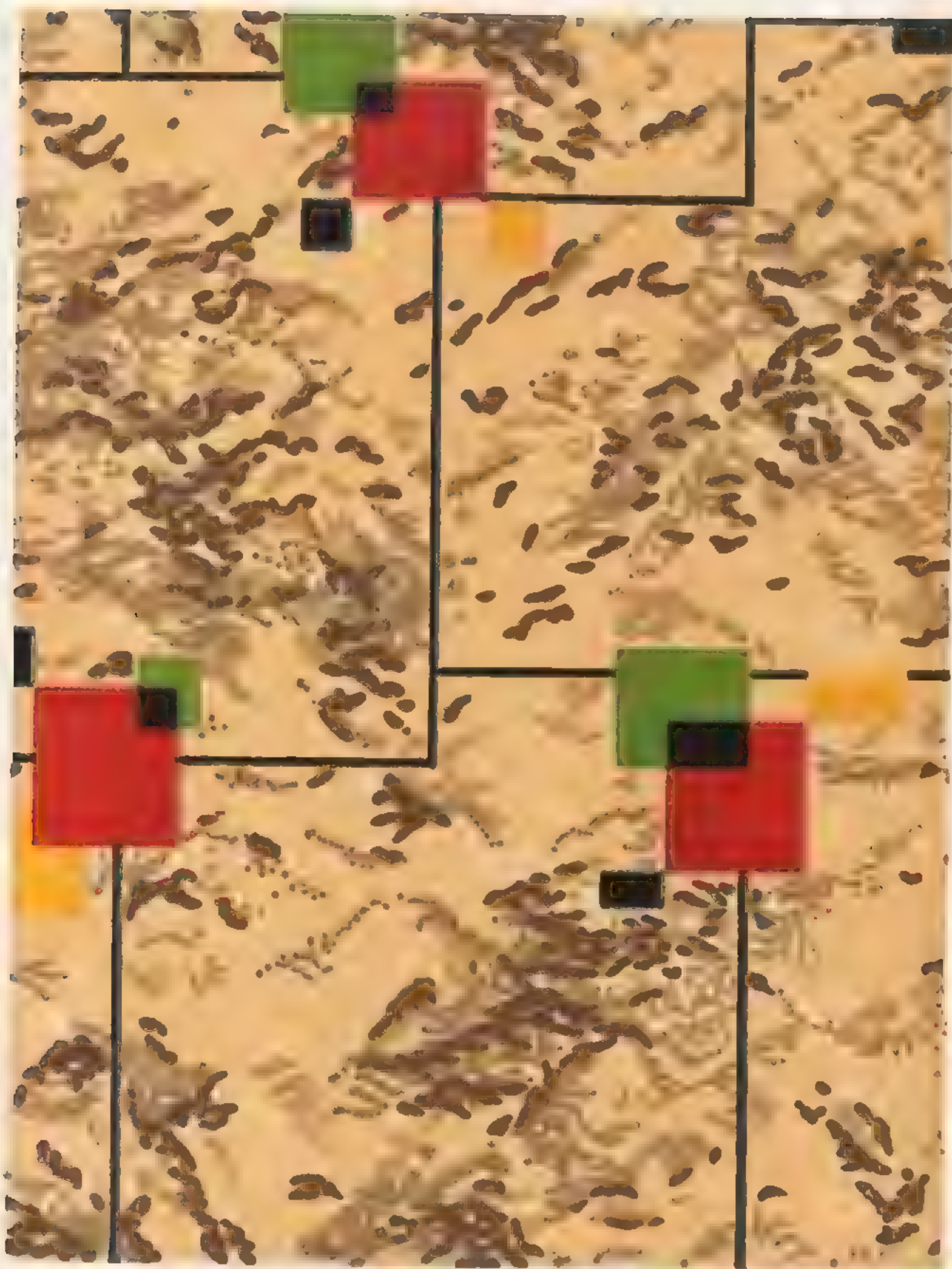


N A I R N F E L T

1010/1

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



NAIRNFELT

1009/4

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N F E L T

1010/2

Made in 8/4 only

Reproduction $\frac{1}{3}$ actual size.



NAIRNFELT

1009/7

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N F E L T

1009/5

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.

NAIRN'S *Australian* LINOLEUMS

MARbled INLAID LINOLEUM

LINOLEUM TILES

PRINTED LINOLEUM

NAIRNFELT

WALL LINOLEUM

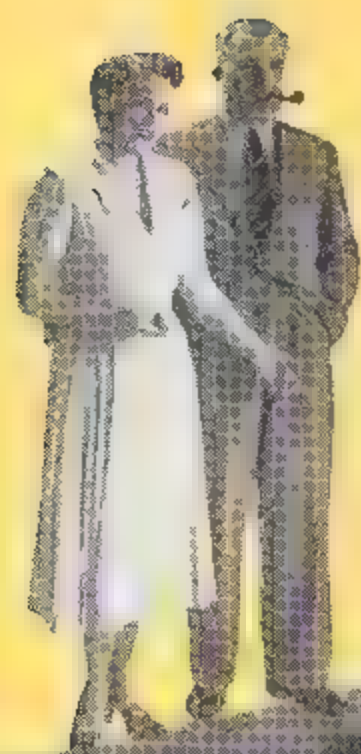
PLAIN LINOLEUM



MICHAEL NAIRN & CO. (AUSTRALIA) PTY. LTD.



NAIRN proudly presents the Australian range for 1953



The accent is on colour



Linoleum has never been a problem floor covering. Ever increasing sales over the years can be attributed not only to its sterling wearing qualities, but to its ability to "go modern" with the times.

Easily maintained linoleum is accepted by home decorators, amateur and professional alike, as the perfect medium for expressing their individuality.

The artistically blended colourings in the Marbled Inlaids—the amazing variety of design combinations possible in linoleum tiles—the gay modern patterns in prints, all play their part in keeping linoleum in the forefront as a sales pulling line of modern merchandise. The following pages show the NAIRN range in full colour highlighted by illustrations of the products in service.

Whilst every care has been taken
to reproduce the colours in
pattern illustration, it is im-
possible to guarantee absolute
accuracy.

Wholly set up and printed
in Australia by
Macdonald & Masterson Pty; Ltd.,
Sydney, for

Michael Nairn & Co. (Aust.)
Pty. Ltd.

Engravings by
Bacon & Co.
and
Alfred Johns & Co.

NAIRN PRINTED LINOLEUM

Bright modern designs and colourings.



On the following pages we present The NAIRN range in printed linoleum. Catering for almost every design and colour whim, it includes small and large floral bedroom patterns, bright block tiles, and carpet style patterns for dining rooms. This easily maintained, hard wearing, floor covering, has proved to be a best seller. Nairn Printed linoleum is first choice for those on limited budgets who seek a gay floor which can be changed after several years without undue expense.

The Nairn Printed make a colourful display in the department with their hi-gloss finish and their bright motifs. Keep a complete range always in your fixtures.





This neat bedroom setting features pattern No. 33/237, the pink and green floral design blends perfectly with the pastel pink walls and eau de-nil trim.



N A I R N ' S P R I N T E D L I N O L E U M

35/228

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

34/228

Made in 8/4 only.

Reproduction $\frac{1}{2}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

31/228

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.

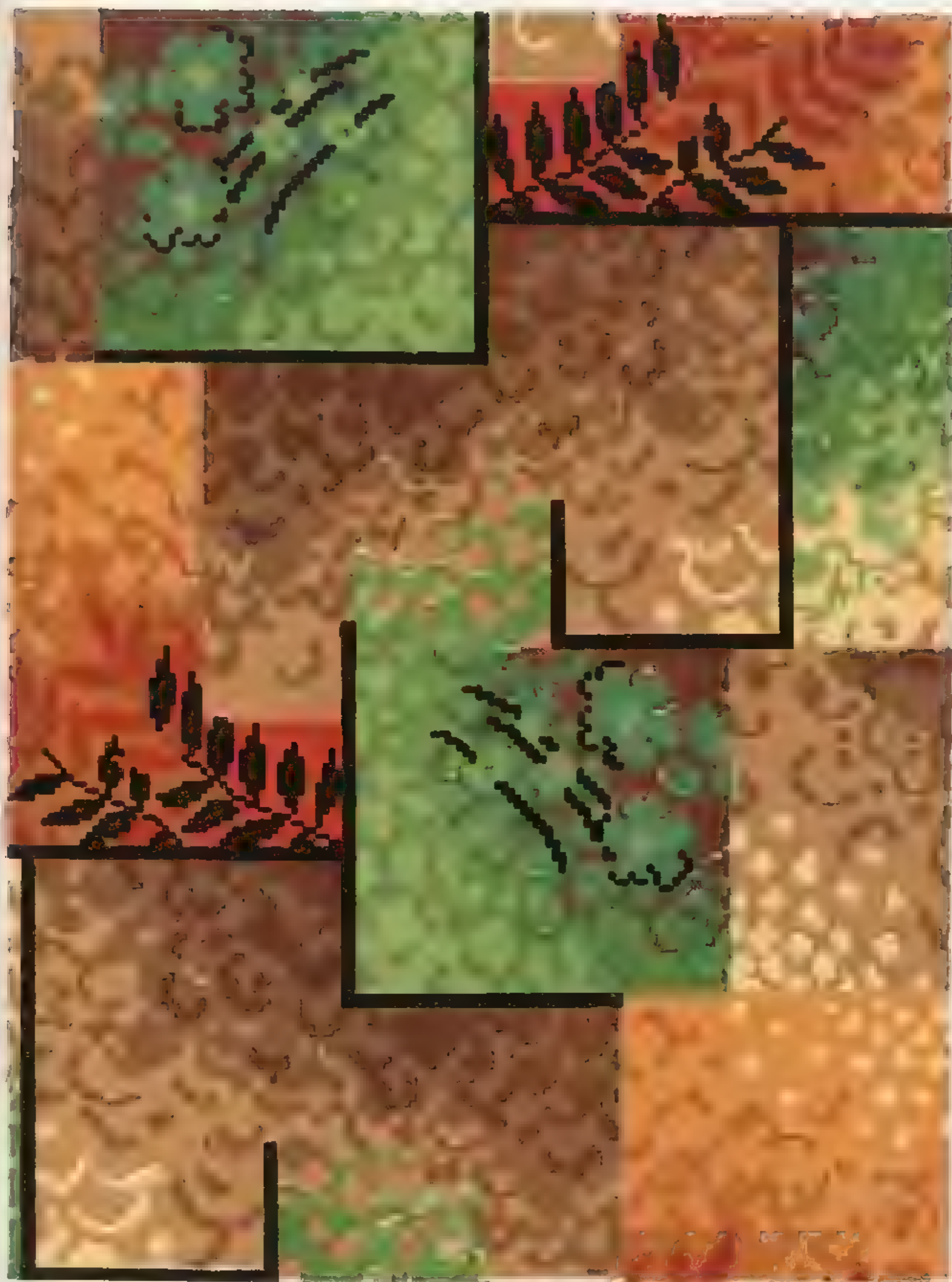


N A I R N ' S P R I N T E D L I N O L E U M

34/224

Made in 8/4 only.

Reproduction $\frac{1}{2}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

33/224

Made in 8/4 only.

Reproduction $\frac{1}{8}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

31/198

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L É U M

32/198

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

33/198

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

31/215

Made in 8/4 only

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

33/215

Made in 8/4 only.

Reproduction $\frac{1}{2}$ actual size.





N A I R N ' S P R I N T E D L I N O L E U M

34/215

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

35/219

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

36/219

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

37/219

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

38/219

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

33/229

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

36/229

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

37/229

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

31/234

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.





N A I R N ' S P R I N T E D L I N O L E U M

32/234

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

33/234

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N A I R N ' S P R I N T E D L I N O L E U M

31/237

Made in 8/4 only.

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N A I R N ' S P R I N T E D L I N O L E U M

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N A I R N ' S P R I N T E D L I N O L E U M

33/237

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Reproduction $\frac{1}{3}$ actual size



N A I R N ' S P R I N T E D L I N O L E U M

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Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



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32/238

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.



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N A I R N ' S P R I N T E D L I N O L E U M

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32/239

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Reproduction $\frac{1}{3}$ actual size.



N A I R N ' S P R I N T E D L I N O L E U M

33/239

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Reproduction $\frac{1}{3}$ actual size.





N A I R N ' S P R I N T E D L I N O L E U M

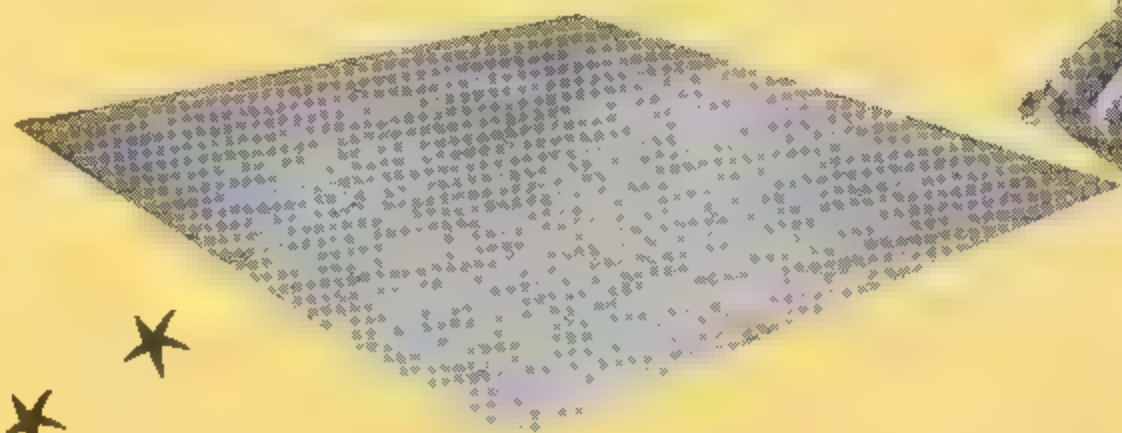
34/239

Made in 8/4 only.

Reproduction $\frac{1}{3}$ actual size.

NAIRN MARBLED INLAID LINOLEUM

A colouring for every taste



No newcomer this — but a
favourite of many years standing —
Marbled Inlaid fits into almost any scheme,
in almost any place.

Time tested as a hard wearing product, it finds favour because it is resilient, sound deadening, germicidal and easy to keep clean.

Nairn Marbled Inlaid comes in two qualities, "A" Quality (3.20 mm.) for stores, public buildings, hospitals, offices, and "C" Quality (2.00 mm.) for domestic floors.

The wide range of colours, is painstakingly selected to form a perfect base for decorative schemes in homes and public places. Available in body cloth or tiles.



This well-designed bus stop is at the Commonwealth Bank of Australia, Sandwick, N.S.W. Three feet wide strips of "Pacific Blue" are relieved by six bands of "Golden Grain"

NAIRN *Tile* INLAID LINOLEUM TILES



A host of

ardent admirers

★ ★ ★ ★ ★

★ ★ ★ ★

★

NAIRN Tile has started a new vogue in home, business, and commercial interiors.

★

★

With such attractive designs and colour treatments readily at hand it is no wonder that many decorators make the floor their starting point.

★

★

★

Made in the full range of Marbled Inlaid colourings, Nairntile combinations can be found to please the most fastidious client.

★

★

★

Nairntile is easy to lay, easy to maintain, and many are impressed by the replacement factor for worn or damaged tiles.

★

★

★

With sales at something like a million tiles a year, it seems that Nairntile has won a permanent place in the floor covering field.

★

NAIRN *Tile* INLAID LINOLEUM TILES

SIZES: Standard 12in. x 12in., 9in. x 9in. (17½in. x 17½in., cut to order.)

COLOURS: Made in the full range of marbled inlaid colourings.

GAUGE: Made in "A" Quality (3.20 mm.) and "C" Quality (2.00 mm.).

PACKED: Tiles are sold in carton lots only, as follows:—

"A" Quality, 12in. x 12in. Tiles, 36 per carton (or 4 sq. yds.).

"A" Quality, 9in. x 9in. Tiles, 64 per carton (or 4 sq. yds.).

"C" Quality, 12in. x 12in. Tiles, 60 per carton (or 6-2/3 sq. yds.).

"C" Quality, 9in. x 9in. Tiles, 96 per carton (or 6 sq. yds.).

This colourful kitchen features "Sandstone," "Sunset Red" and "Forest Green" 12in. by 12in. Tiles.



This Hotel lounge floor is in "Cornstalk," "Pacific Blue" and "Black" tiles, with special insets.

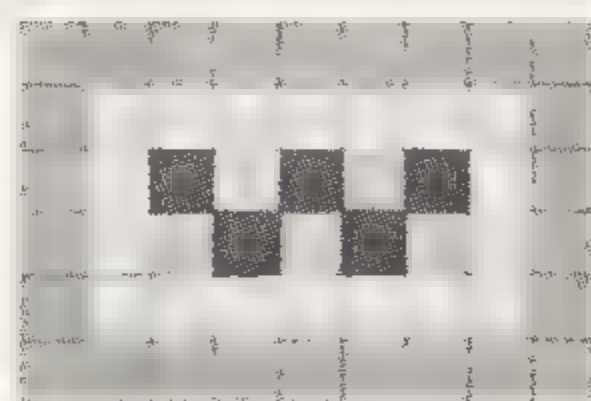
FLOOR PLANNING IS EASY WITH THE NAIRNTile PLAN-YOUR-FLOOR-CHART



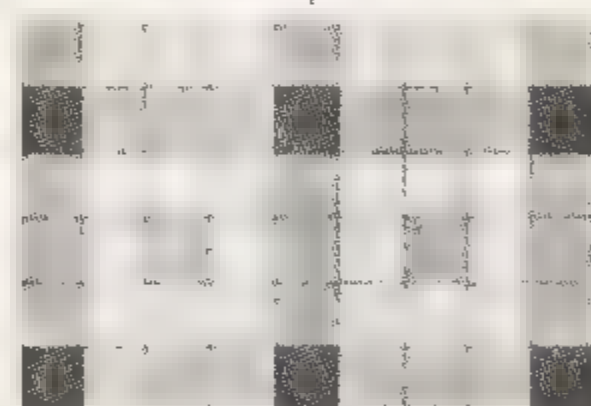
People are becoming more and more interested in planning their homes, decorating and re-decorating them. With NairnTile you can give them the opportunity to design their own floor.

The handy NairnTile PLAN-YOUR-FLOOR-CHART makes this so much easier. Just a matter of running up the outlines of their room on the scaled chart and then working out the design in coloured pencils or crayons.

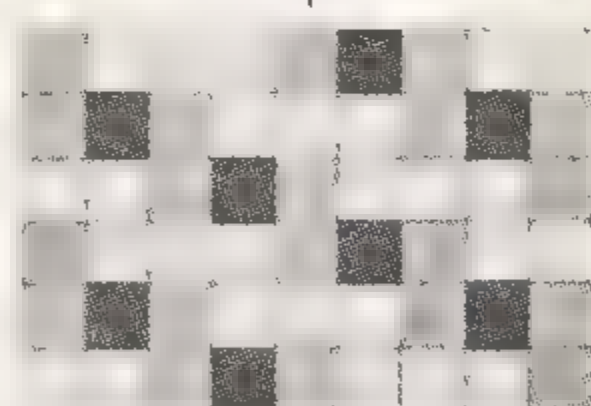
The designs illustrated here are but a few of the combinations possible — encourage your customers to make sales for you by working out their own designs and quantities.



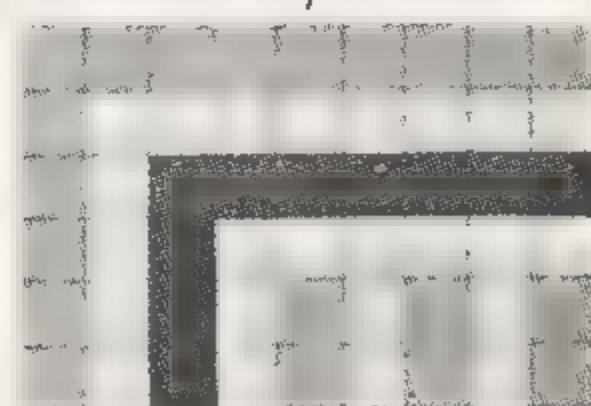
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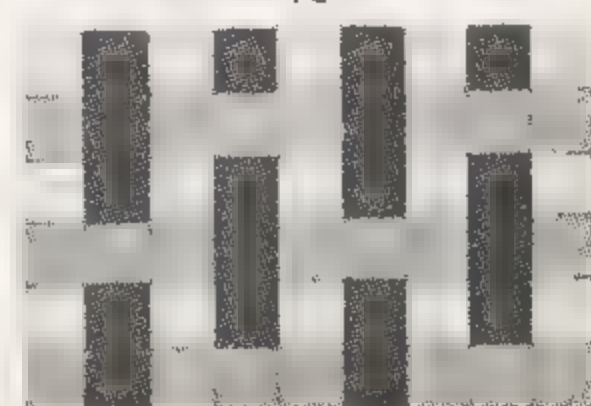
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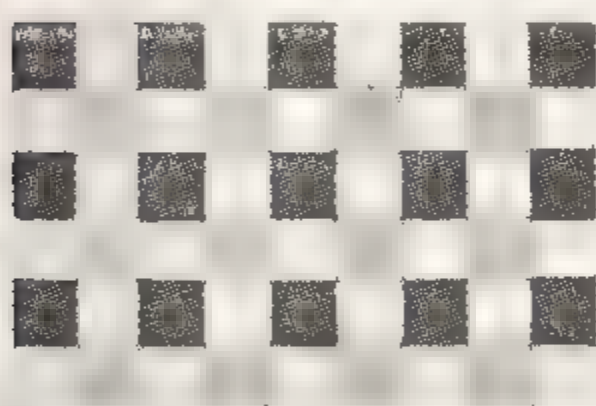
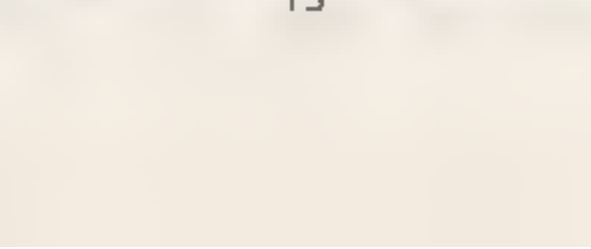
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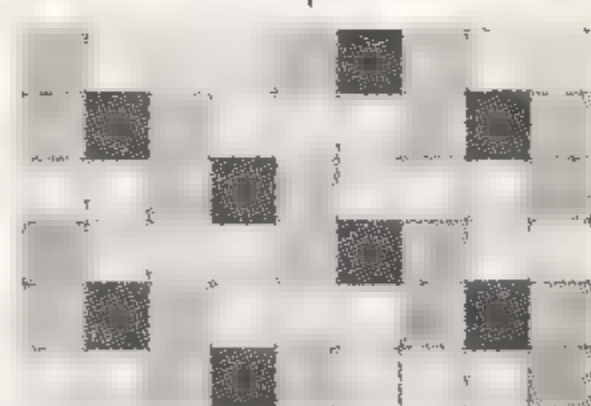
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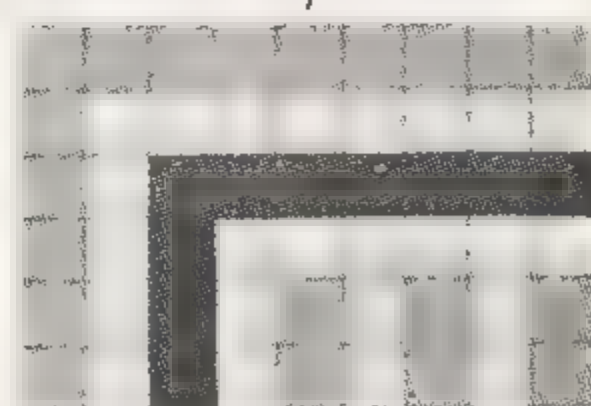
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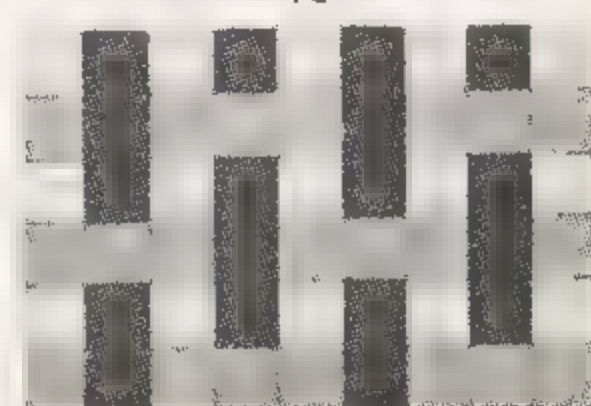
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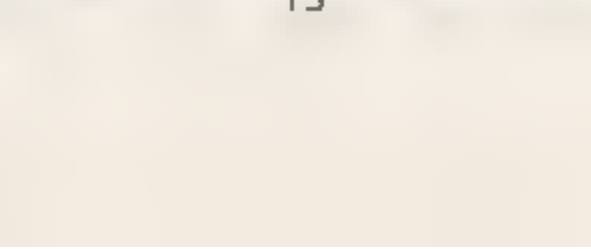
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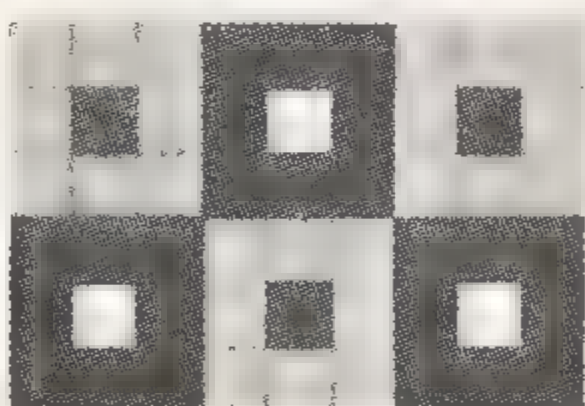
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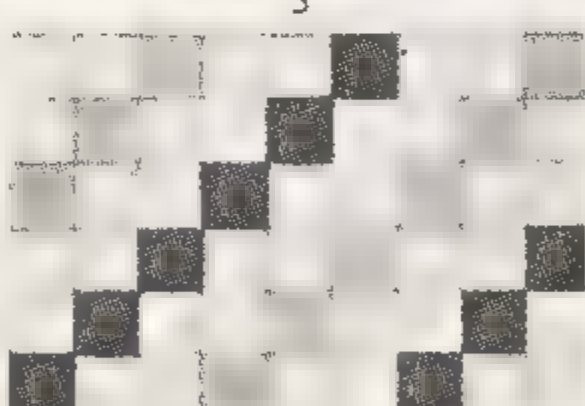
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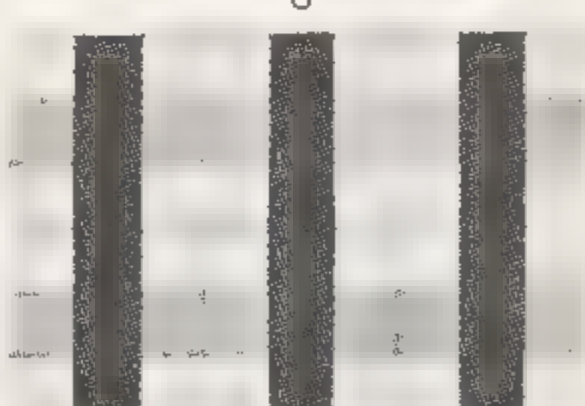
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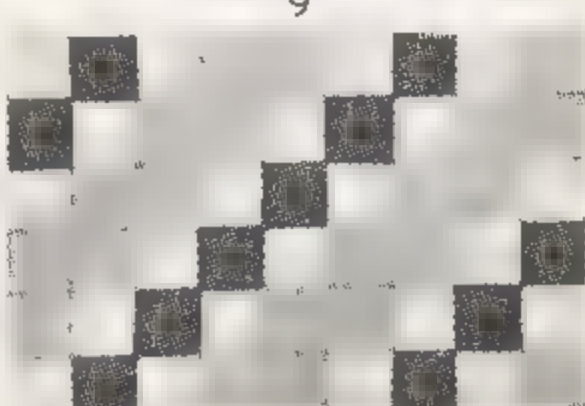
3



6



9



12

NAIRNTILE SELLING AIDS

It requires a little special effort to get good Nairn-Tile sales — but it is well worth while. The selling aids illustrated on this page will help you tell the NairnTile story.

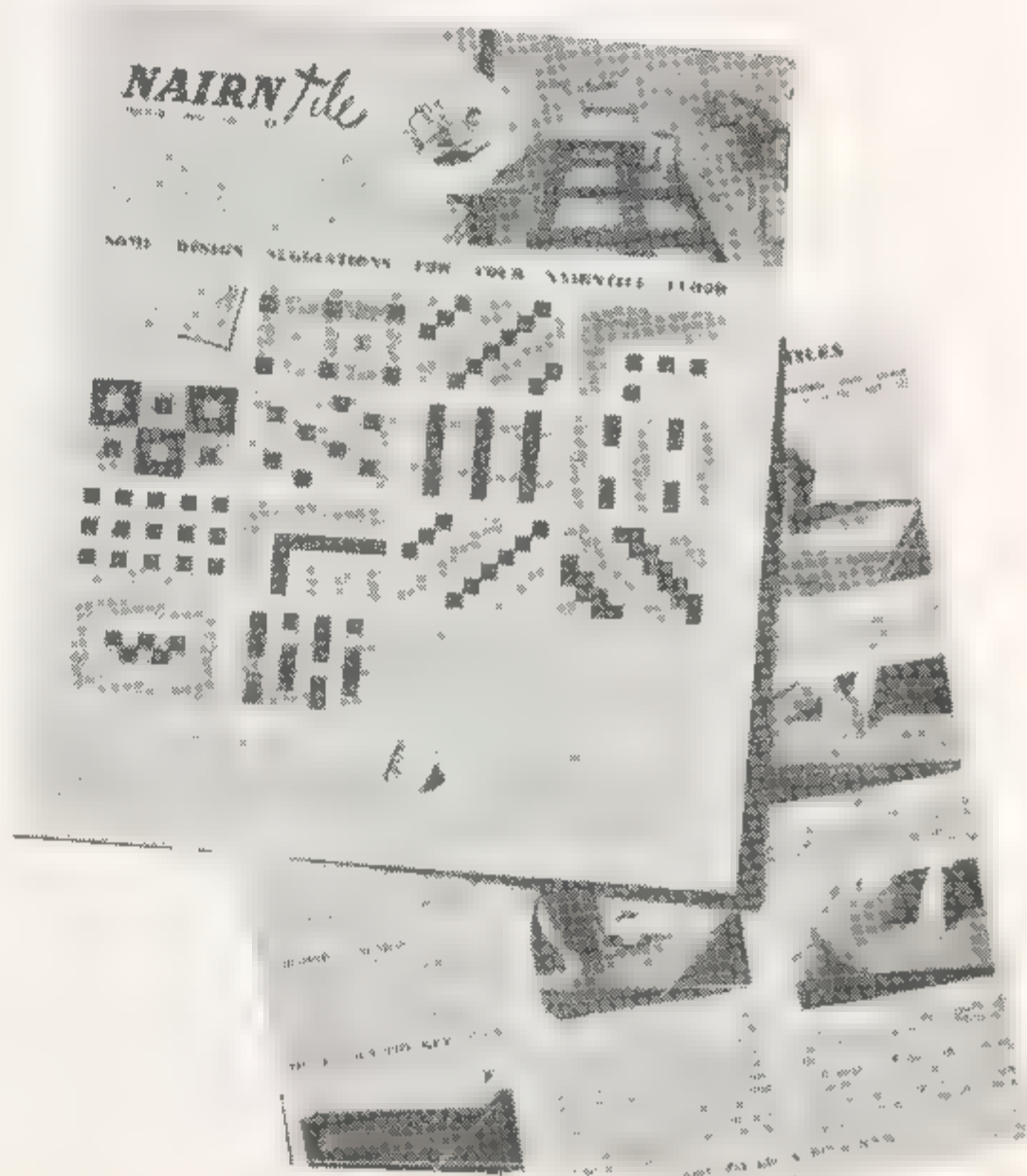
This fine NAIRNtile SHOWBOARD features a photograph of an installed NairnTile floor, a holder for the NairnTile folders and plan-your-floor-charts, and a sample tile.



The powerful, NAIRNtile COLoured FOLDER illustrates three installed NairnTile floors as well as the range of colours.

The HOW-TO-LAY-LEAF, LET gives complete instructions on laying, while on the reverse side is a set of design suggestions, and a par on maintenance and the use of adhesives.

PLAN - YOUR - FLOOR - CHARTS are featured on the previous page.



NAIRN FEATURE STRIPS

No longer do we regard strip linoleum merely as a border piece laid around the perimeter of a floor.



Strip Feature Styles are being used in a variety of interesting designs. Sometimes in a grid-like or striped pattern together with linoleum tiles, many times they create a floor in themselves as in the photograph below.

Strips are of Machine-Laid Linoleum, packed in rolls of 36 in. by 4" Quality and 48 in. by 6" Quality, in widths of 1/2 in., 3/4 in., 1 in., 1 1/4 in., 1 1/2 in., and 2 in.



The charming striped floor by David Patterson Ltd., Sydney, is at the home of Mr. Jones, a lawyer. The Mr. Jones of "Hobbs, Jones" took the floor strips of "Parker Lane," "Sunny Side," "Black" and "Kings Cross."

NAIRN LINOLEUM LAYING SCHOOL



The Nairn Linoleum Laying School, photographed above, has given instruction to hundreds of Linoleum Layers from all over Australia since its inception in 1949.

The Five-day Course covers every phase of laying, including laying tools and their uses; sub-floors; simple cuts; practical laying of plain, inlaid and patterned linoleum, borders, feature strips, and adhesives; planning and estimating; template method; and maintenance.

Full details are announced some weeks in advance of the time when each series of courses is to commence.

Three-day Courses for executives and Two-day Salesmen's Courses are also held. This popular Nairn service has done much to raise the standard of linoleum installation and to bring about a fuller understanding between layers and sales staff.



NAIRN WALL LINOLEUM



*A product with a past,
a present and a future.*

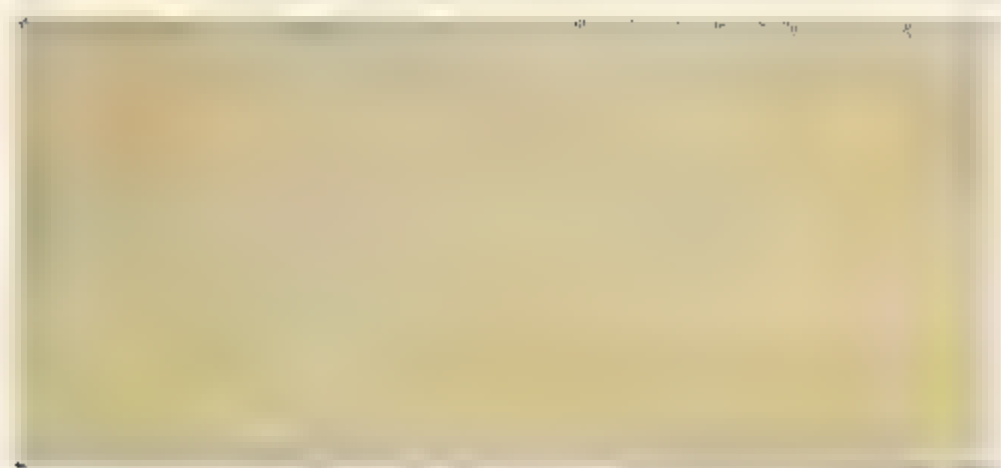
Problem: To find a wall finish that will firstly, look attractive;
secondly, ~~be~~ *be* durable, and thirdly, be
easily installed over various wall surfaces.

The answer, Nairn Wall Linoleum. Produced in a 100% pure, natural rubber base, Nairn Wall Linoleum is supplied in 12" x 12" tiles or 12" x 16" tiles. It has also found many advocates as a counter-top material.



Over 200 square yards of wall linoleum was installed in this building, which is a
new addition to the State of Arizona, Phoenix, Arizona.

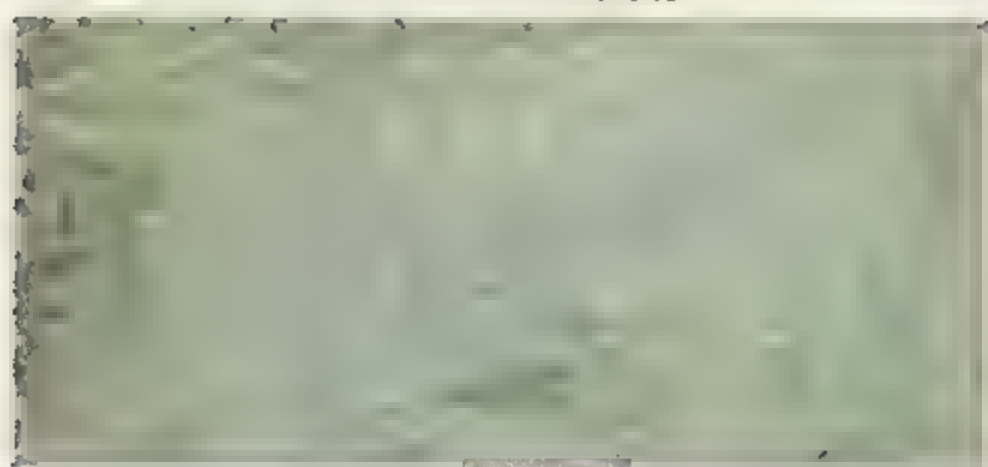
NAIRN WALL LINOLEUM RANGE



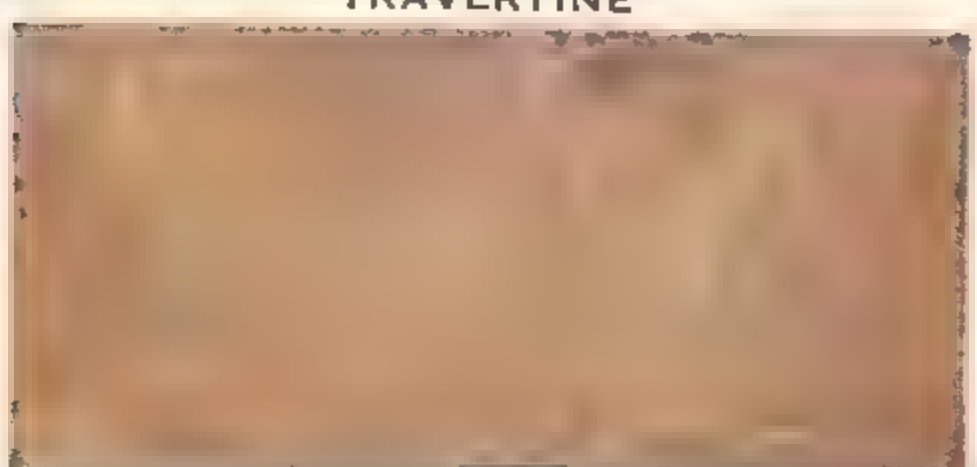
170/1
"PRIMROSE"



170/2
"TRAVERTINE"



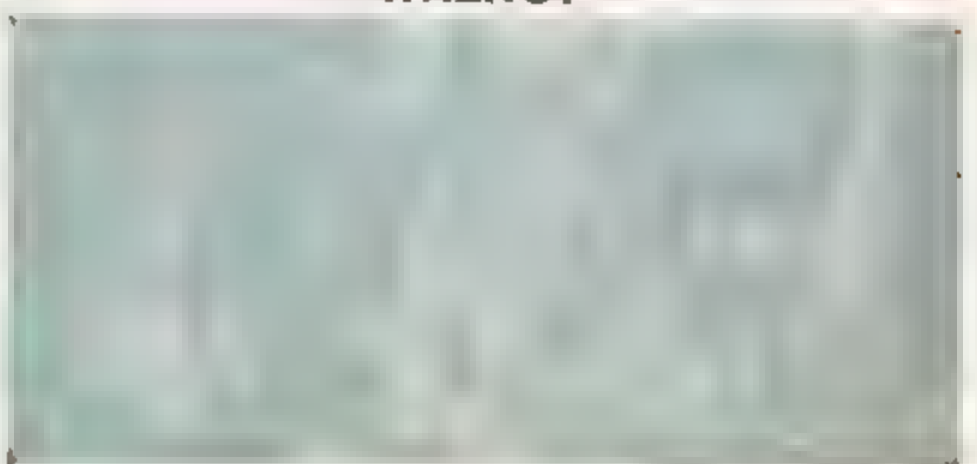
170/3
"PASTEL GREEN"



170/4
"WALNUT"



170/5
"STIPPLE"



170/6
"POWDER BLUE"

The six pastel colourings are specially adapted for use on walls. All are light in colour with a soft grained decoration.



For Columns Too!

Wall Linoleum is used on the circular columns in this banking chamber as well as on the walls.

NAIRN LINOLEUM ADHESIVES

Nairn adhesives come in three different types: Dark, Wall and Paste. Each is made to do a particular job -always use the adhesive recommended.



NAIRN DARK LINOLEUM ADHESIVE (water resistant)

A spirit soluble adhesive for use on floors where conditions render water soluble paste unsatisfactory, such as in hotels, or on verandahs, where rain could drive onto the installed floor.

Suitable for use on sink tops, steel, timber, or concrete floors, which are above ground level. Coverage, 120 sq. ft. per gallon. Packed in 5 gallon, 4 gallon, 1 gallon and quart tins.



NAIRN WALL LINOLEUM ADHESIVE (water resistant)

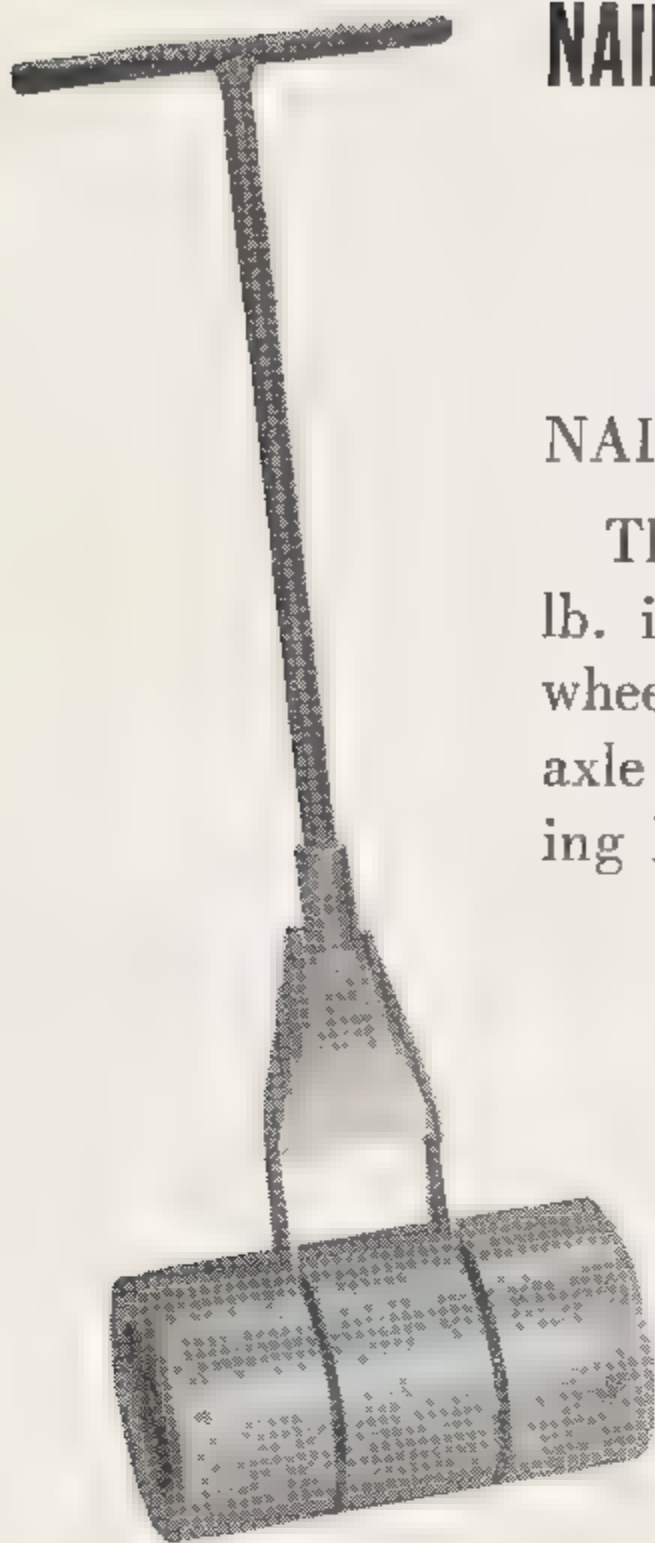
Specifically recommended for use in installing Nairn Wall Linoleum. Coverage, approx. 10 sq. yds. per gallon. Packed in 4 gallon or 5 gallon and 1 gallon tins.



NAIRN PASTE LINOLEUM ADHESIVE

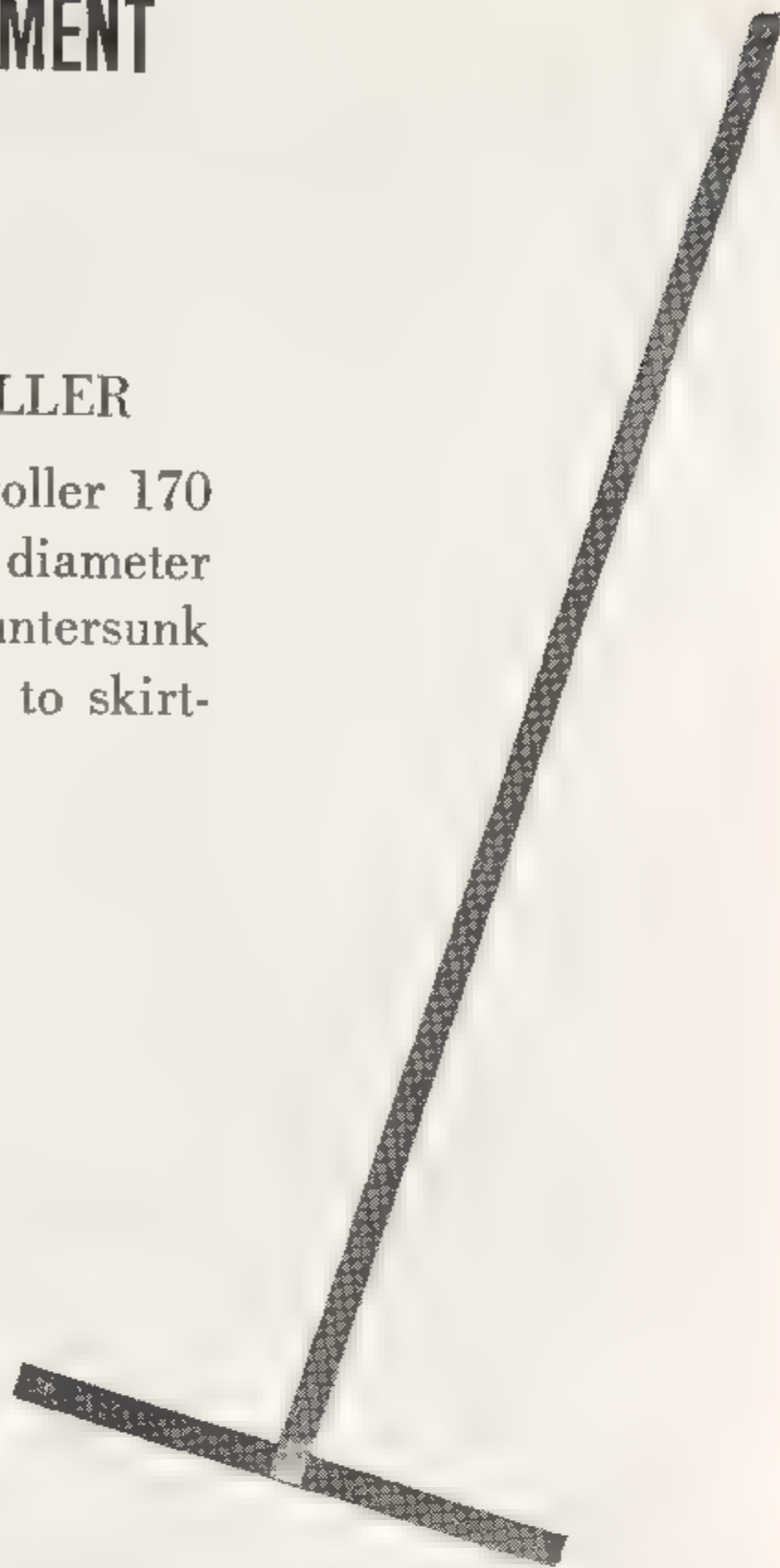
A superior paste for installing linoleum or paper-felt on timber or concrete floors above ground level. Coverage, approx. 120 sq. ft. per gallon. Not recommended for areas where excessive surface liquid is expected to be found. Packed in 5 gallon, 4 gallon, 1 gallon and 1 quart tins.

NAIRN LAYING EQUIPMENT



NAIRN LINOLEUM ROLLER

Three piece cast steel roller 170 lb. in weight, with $8\frac{1}{4}$ " diameter wheels, $14\frac{1}{4}$ " wide. Countersunk axle permits rolling close to skirt-ing boards.



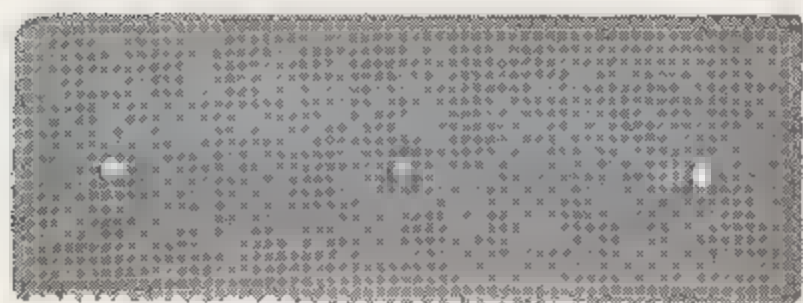
NAIRN LINOLEUM T-SQUARE

Made of bright mild steel, over-all length 7'-0", T-piece extends 12" either side of main bar.



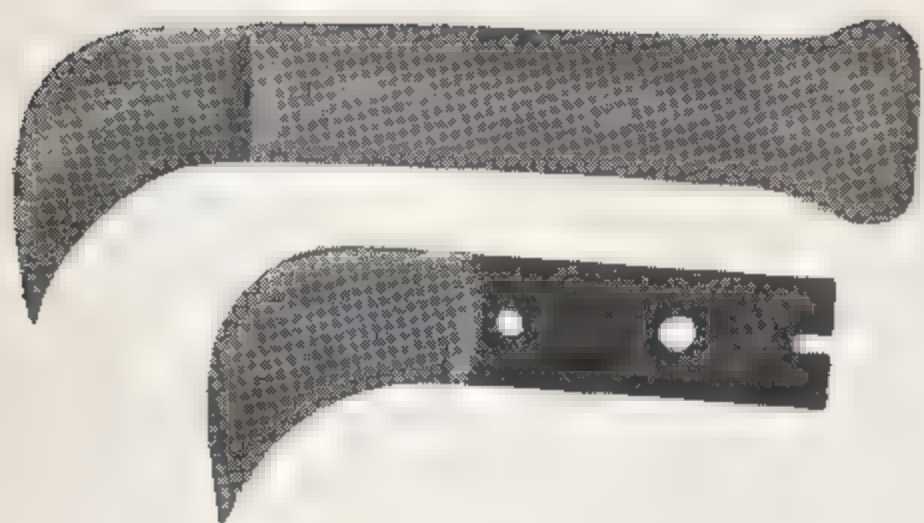
NAIRN ADHESIVE SPREADER

Aluminium holder with rubber spreader blade 8" wide, designed to obtain even spread of adhesive.



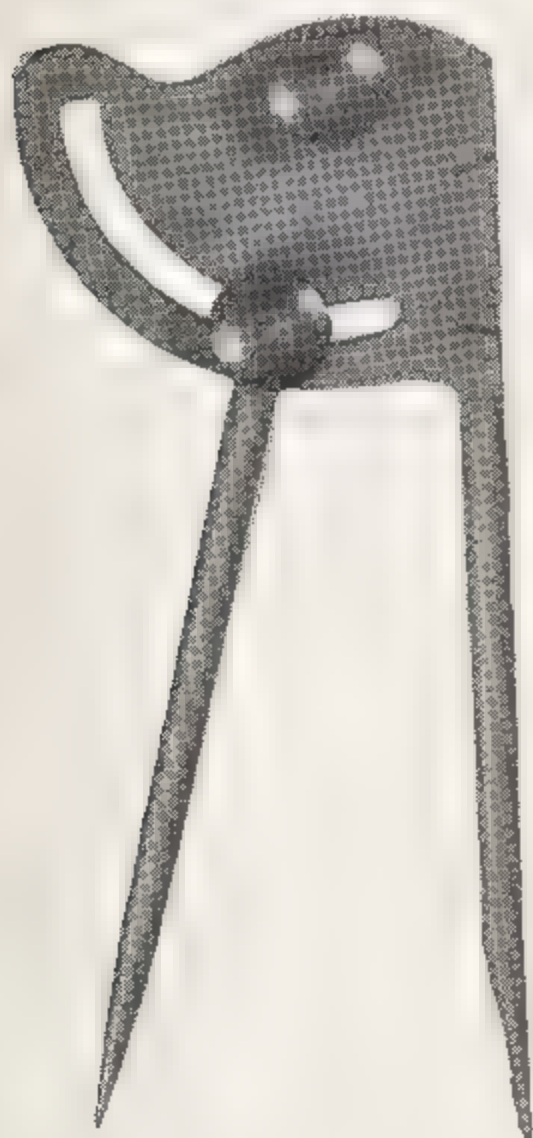
SPARE BLADES

Rubber blades have toothed edge on one side and flat squeegee edge on the other.



"ADELAIDE" TRACING KNIFE

Short bladed knife specially made for linoleum laying. Replacement blades are readily fitted.



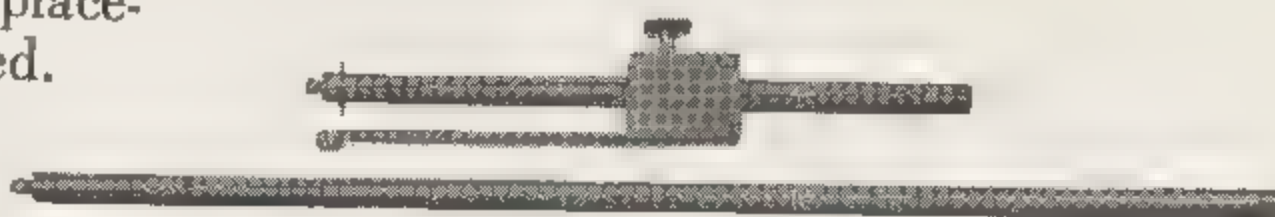
NAIRN LINOLEUM DIVIDER

For scribing linoleum to fit irregular surfaces — maximum setting $10\frac{1}{2}$ ", minimum setting $3/16$ ".



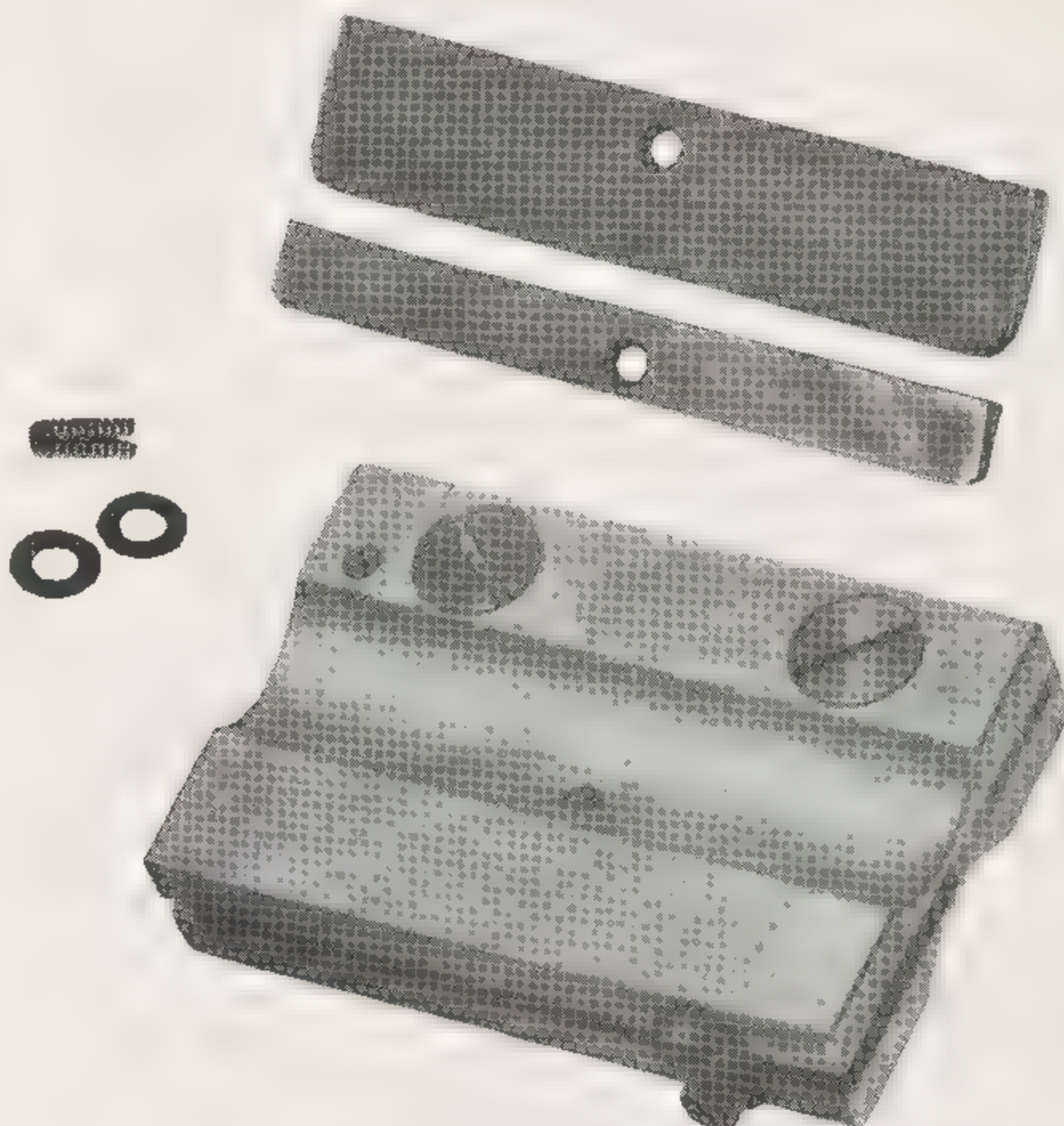
NAIRN HOOK KNIFE

Specially made for laying on concrete floors or long seam-cutting. Ideal for cutting felt base goods.



NAIRN COMBINATION SCRIBER

A multi-purpose tool which is adjustable for use as an underscriber, overscriber or bar scriber (when fitted with the 12" extension bar).



STRIP CUTTER

Cuts strips $\frac{1}{2}$ ", 1" and $1\frac{1}{2}$ " wide by pulling through round blades. The two filler pieces permit various settings. Grub-screw holds them in position.

Spare blades are fitted by simply unscrewing the two holding screws.

TO ORDER TOOLS.

Tools may be ordered in the same manner as linoleum products. Small items are normally despatched per parcels post. To avoid confusion tools should be correctly designated as shown on this page.

THE IMPORTANCE OF MAINTENANCE

THE FOUNDATION OF LINOLEUM MAINTENANCE

Linoleum is made of finely ground elements (cork, pigments, woodflour, etc.), mixed with oxidised linseed oil and calendered to the smoothest possible finish. Microscopic inspection, however, reveals that this surface must be taken a step further to obtain a foundation for subsequent maintenance.

The tiny "pores" must be "filled" so that they will not harbour discolouring dust, or grit with its abrasive action.

HOW TO OBTAIN THIS SURFACE

Although new inlaid linoleum is given a sealed finish at the factory, two or three (perhaps more) thin even coats of wax are necessary to build up to the ideal surface.

Therefore, immediately the linoleum is installed, it pays dividends to work up this surface before it is subjected to heavy traffic. Obviously, it is useless to apply one coat then allow it to be walked off (or washed off) then apply another.

Liquid polishes, liquid waxes and paste waxes are all satisfactory for this purpose. There are many of these on the market, and they vary according to the quality and purity of the ingredients used. Those with a Carnauba wax base have proved best for linoleum, those containing cheaper greasy waxes produce a slippery finish, and those made from low grade waxes tend to discolour the linoleum.

Liquid type polishes should be applied with a lambs-

wool applicator. Pour a quantity into a square tin (see illustration) and dip the applicator in—then apply to the floor, spreading to thin even coat.

This should then be polished either by hand or polishing machine. Follow this procedure with each succeeding coat allowing to dry thoroughly and prohibiting traffic during the drying period.

It is a good idea to apply polish last thing at night and buff off in the morning.

CLEANING

Floors thus waxed are easily cleaned by mopping over lightly with warm, soapy water.

Only a neutral soap should be used.

Strong soaps or soap powders containing alkali (free caustic soda or excess ammonia) should never be used to clean linoleum.

Suds from washing machines should never be used to clean linoleum as they usually contain strong detergents harmful to linoleum. Strong alkali attacks the linseed oil and cork of which the linoleum is made.

SOME DON'TS

Don't scrub linoleum floors.

Don't use abrasive powders.

Don't use very hot water or too much water. Excess water seeps through the seams and rots the hessian back.

Don't apply wax over dirty floors. Sweep them free of surface dust, then mop them, allowing to dry before rewaxing.

Don't drag heavy furniture over linoleum.

Don't allow sharp edges of chair legs, etc., to rest on



linoleum. Fit them with suitable rests or felt pads.

Above all choose a linoleum of a shade in keeping with the job it is expected to do.

White linoleum will not look its best for long in the entrance to a chain store where heavy traffic is to be expected.

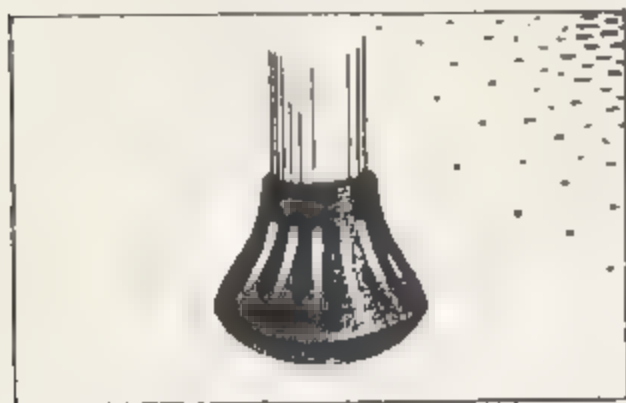
A suitable neutral shade will be easier to maintain and will look presentable even at the end of the maintenance period.

LOOK TO YOUR FURNITURE

Select furniture so designed that it will not damage the linoleum floor.



PREVENT DAMAGE TO YOUR LINOLEUM FLOORS



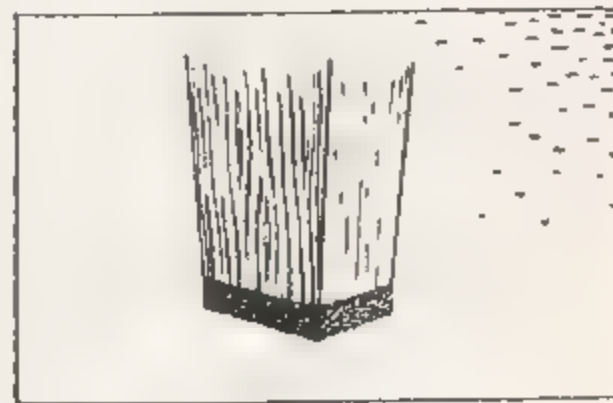
RUBBER CHAIR TIPS

Fit to sharp metal chair and table legs.



CASTOR CUPS

Place under all castors.



FELT PADS

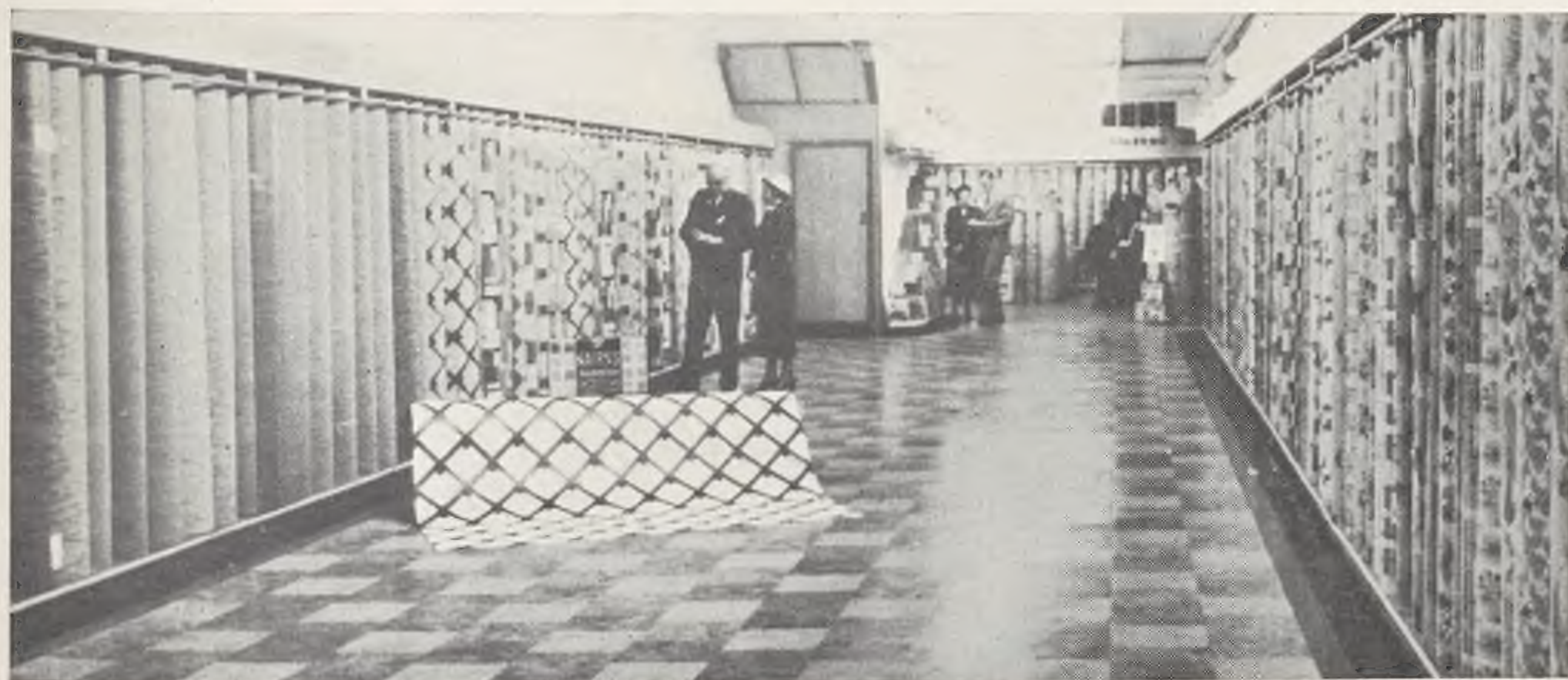
Fix to sharp chair and table legs.

NAIRN STORE PLANNING SERVICE

Improved linoleum display will lead to increased sales. This has been proved time and time again. Nairn Store Planning Service has been called in on many linoleum department schemes to assist in creating a display that will fit in with the space available, the system of selling, and the quantity of roll linoleum and tiles, etc. . . . to be marketed. The service is available to all Nairn retailers upon request. Ask your Nairn representative for details.



This fine linoleum department is at the Hobart Store of G. P. Fitzgerald & Co. Pty. Ltd.



Zimpels (Perth, W.A.) Linoleum Department makes use of a NairnTile floor to set off their attractive interior scheme.

Factory and Head Office:

MICHAEL NAIRN & CO. (Aust.) PTY. LTD.

Newton Street (Box 42, P.O.), Auburn, N.S.W.

Phone UX 7436

N.S.W.:

MICHAEL NAIRN & CO. (Aust.) PTY. LTD.

M.U.I.O.O.F. Building, 185 Elizabeth Street, Sydney.

Phone MA 4280

Victoria:

MICHAEL NAIRN & CO. (Aust.) PTY. LTD.

325 Flinders Lane, Melbourne.

Phone MU 6177-8

Queensland:

MICHAEL NAIRN & CO. (Aust.) PTY. LTD.

King House, Queen Street, Brisbane.

Phone B 4300

South Australia:

K. J. TAYLOR

52 Gawler Place, Adelaide.

Phone Central 4893

Tasmania:

G. H. LOWE

110 Murray Street, Hobart.

Phone 3784

Western Australia:

P. TOMLINSON

St. George's House, St. George's Terrace, Perth.

Phone BA 5408

